

Media Release

DKSH Selected as Strategic Partner of Lampang Food Products to Drive Maejin's Expansion Across Thailand



DKSH partners with Lampang Food Products to distribute their food processing products under the brand Maejin such as pickled vegetables as well as canned fruits and vegetables in Thailand, strengthening the brand presence and making Maejin products more accessible across key retail channels.

Bangkok, Thailand, September 25, 2025 – DKSH Business Unit Consumer Goods, a leading partner for companies seeking to grow their consumer goods business in Asia and beyond, has entered into a strategic partnership with Lampang Food Products Co., Ltd., a long-established Thai manufacturer and exporter of food processing products. Under this agreement, DKSH has been appointed as the authorized partner and distributor to drive the growth and expansion of Maejin products in Thailand.

Lampang Food Products, known for its commitment to quality and traditional food processing expertise, has built a strong reputation in Thailand's food industry over many years. The partnership with DKSH represents a significant step in bringing Maejin's trusted products to more Thai families who appreciate authentic flavors and the comfort of familiar tastes in their home-cooked meals.

Through this collaboration, DKSH will provide end-to-end market expansion services, covering marketing and sales, field activation, distribution, and logistics, as well as credit and collection. Leveraging its extensive nationwide network and omni-channel expertise, DKSH will enhance the availability of Maejin products across modern trade, traditional retail, and convenience stores throughout the market.

Voravath Asdornnithee, Chief Operating Officer, Lampang Food Products Co., Ltd., commented: "Partnering with DKSH is an important milestone for us as we take Maejin to the next stage of growth. With DKSH's proven expertise and extensive distribution network, we are confident that Maejin will reach more consumers nationwide and, in time, expand into regional markets."

Damien Morot, Vice President, FMCG Thailand & Laos, added: "This partnership reflects DKSH's passion for supporting local brands with global potential. With our reach and market knowledge, we will ensure Maejin is present in every key channel across Thailand. Maejin's authentic flavors are a perfect complement to Thai meals, and together we aim to make it a household name and a brand loved across the region."

Poranee D'Alelio, Vice President, Country Finance, DKSH (Thailand) Limited, stated: "This partnership reflects our commitment to empowering local brands with global ambition . By ensuring Maejin products are widely accessible across Thailand's retail landscape, we are also laying the foundation for future expansion into other markets."

This strategic alliance highlights DKSH's dedication to supporting local brands and strengthening their presence in Thailand's dynamic FMCG landscape.

About Lampang Food Products Co.,Ltd.

Lampang Food Products Co., Ltd. is a trusted manufacturer and exporter with over 30 years of experience in food processing. The company offers a wide range of products, including canned fruits and vegetables, pickled vegetables, curry paste, sauces, ready-to-eat meals, and convenient cooking kits, marketed under well-known brands such as "Maejin," "Rod Ma," "Rod Fai," "Rod Tank," "JF," and "Chang Thai." All products are manufactured in compliance with international standards, including HACCP, BRCGS, BAC EU, BAC JP, SEDEX, BSCI, and HALAL, ensuring consistent quality and safety for customers worldwide. www.lampangfood.com

About DKSH

For 160 years, DKSH has been delivering growth for companies in Asia and beyond across its Business Units Healthcare, Consumer Goods, Performance Materials, and Technology. As a leading Market Expansion Services provider, DKSH offers sourcing, market insights, marketing and sales, eCommerce, distribution and logistics as well as after-sales services, following its purpose of enriching people's lives. DKSH is a participant of the United Nations Global Compact and adheres to its principles-based approach to responsible business. Listed on the SIX Swiss Exchange, DKSH operates in 36 markets with 28,060 specialists, generating net sales of CHF 11.1 billion in 2024. DKSH Business Unit Consumer Goods focuses on fast moving consumer goods, food services, luxury and lifestyle products as well as hair and skin cosmetics. With 14,250 specialists, the Business Unit generated net sales of CHF 3.4 billion in 2024. www.dksh.com/cg

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